

DigitalCrafts

Institutional Catalog

State of Texas

Catalogue Volume #1

Effective September 1, 2016 – August 31, 2017

Refer to the institutional catalogue for company policies and procedures. All questions or concerns should be sent directly to hello@digitalcrafts.com.

DigitalCrafts

1121 Delano Street

Houston, Texas 77003

ATTN: DigitalCrafts

(770) 858-5806

hello@digitalcrafts.com

Table of Contents	Page
Meet DigitalCrafts	3
History.....	3
Mission.....	3
Core Values.....	3
Culture.....	3
State Approvals.....	3
Courses Offered	4
16 Week Immersive Bootcamp.....	4
Course Overview.....	4
Course Objectives.....	4
Course Schedule.....	4
Holiday Schedule.....	4
Enrollment & Course Schedule.....	5
Course Curriculum.....	5
Course Outline.....	5
Student Evaluation.....	6
Career Services.....	7
Tuition & Related-Costs.....	7
Entrance Requirements	7
Previous Education & Credits	8
Payment, Refunds, & Scholarships	8
Tuition & Payment Schedule.....	8
Refund Policy.....	9
Scholarships.....	10
Student Conduct & Complaint Policy	11
Student Conduct.....	11
Complaints Policy.....	11
Facility & Record Keeping	12
Facilities Overview.....	12
Record Keeping.....	12
Company Personnel	13
Managing Members & Partners.....	13
Staff.....	13

Meet DigitalCrafts

History

Max McChesney and Jake Hadden founded DigitalCrafts in 2015 with the vision of creating a boutique program focused 100% on the learning experience and successful outcome of each individual student. DigitalCrafts is headquartered in Atlanta, Georgia, with campus operations in Atlanta, Georgia, and Houston, Texas. DigitalCrafts flagship course is the 16 Week Immersive Bootcamp transforming beginners into software engineers with cutting edge skill sets, polished portfolios, interview training, and on-going career support.

Mission

DigitalCrafts exists to create a community of builders, each equipped with the skills and tools necessary to breathe life into ideas, whether as entrepreneurs or software engineers. The company's core values are:

Core Values

- Follow Through
- Honesty
- Student Outcomes
- Culture
- Teamwork

Culture

Work hard, play hard. DigitalCrafts stands out because of two simple reasons: the students always come first, and our people are exceptional. In many cases, students quit their jobs to achieve a life-changing career transition - this is not something to be taken lightly. DigitalCrafts' staff will always support students like they're a friend in need and never run from the challenge.

State Approvals

State of Georgia:

DigitalCrafts meets the requirements set forth by the State of Georgia's Nonpublic Postsecondary Educational Institutional Act of 1990 of O.C.G.A. 20-3-250 to offer instruction in the programs listed on the Nonpublic Postsecondary Commission website, <http://www.gnpec.org>. Certificate of Authorization #7625

State of Texas:

Approved and Regulated by the Texas Workforce Commission, Career Schools and Colleges, Austin, Texas. School #5044.

Courses Offered

16 Week Immersive Bootcamp

Full-time program, 16 week duration, in-person training

Course Overview:

Throughout the 16 Week Immersive Bootcamp students learn fullstack web development covering front-end and back-end web development. Students who are accepted into the 16 Week Immersive Bootcamp are expected to be in-class Mon. – Fri. from 9:00AM – 5:00PM throughout the 16-week period excluding lunch breaks from 12:00PM – 1:00PM each day. In addition to the learning the necessary skills to obtain a job as a developer, each student will complete a series of career training exercises including, but not limited to resume guidance, mock interview training, portfolio development, and gain access to DigitalCrafts growing Employer Network.

Course Objectives:

The full-time program is designed to train and equip each student with the necessary skills to obtain an entry-level or junior-level development job upon graduation. DigitalCrafts does not guarantee job placement, but the program, curriculum, instructors, and staff work in alignment to achieve this goal for each student. The course will teach students the core concepts of web development, including but not limited to agile software development, debugging, website building, API integration, and key computer science fundamentals. Depending on the student's career goals, students may seek a number of opportunities after graduating, including but not limited to a(n) internship, apprenticeship, part-time employment, fulltime employment, and/or contract work. Students who graduate from the full-time program can seek out a number of job titles including, but not limited to Junior Developer, Web Developer, and/or Software Engineer, and as an entry-level developer the work settings for this type of occupation can vary across startups, corporations, and governmental agencies.

Course Schedule:

Students are expected to be on-site at DigitalCrafts Mon. – Fri. from 9:00AM – 5:00PM throughout the 16 week course expect for lunch breaks from 12:00PM – 1:00PM. Class will break daily for 10 minutes at 10:30AM and 2:30PM. Holidays will vary per cohort depending on the course start date, but this will not result in less than 16 weeks of training. Information on course start dates, holidays, and dates where the office will not be accessible can be found on the company website at <http://www.digitalcrafts.com/immersive-web.html>.

Holiday Schedule:

2016

- July 3rd – July 4th: Independence Day
- September 5th: Labor Day
- November 26th – November 27th: Thanksgiving Break
- December 24th – January 1st: Christmas & New Year's Break

2017

- January 1st – January 3rd: New Year's Break

DigitalCrafts Institutional Catalogue
State of Texas

- July 3rd – July 4th: Independence Day
- September 4th: Labor Day
- November 23rd – November 24th: Thanksgiving Break
- December 25th – January 1st: Christmas & New Year’s Break

Enrollment & Course Schedule:

Enrollment for each course will begin 6 months prior to the course start date, and the course schedule for 2016 and 2017 can be referenced below.

- November 28, 2016 – March 24, 2017
- February 6, 2017 – May 26th, 2017
- April 17, 2017 – August 4, 2017

Course Curriculum:

Curriculum for the course includes the following.

- HTML
- CSS
- JavaScript
- JavaScript Frameworks
- Databases
- Mobile Responsive Design
- NodeJS
- Python
- Git / GitHub
- Programming Best Practices

Course Outline:

Subject #	Subject Title	Course Time Hours Lec/Lab/Total
SBJ 1	Basic Frontend Web Development	70 / 70 / 140
SBJ 2	Advanced Frontend Web Development	70 / 70 / 140
SBJ 3	Back-end Development, Node.js	70 / 70 / 140
SBJ 4	Back-end Development, Python	70 / 70 / 140
	Total Hours for Program Completion	280 / 280 / 560

DigitalCrafts Pre-Work

Each student is required to complete ~40 hours of pre-requisite work prior to starting class. Pre-work consists of a number of online exercises and readings to ensure each student is adequately prepared for the 16-week course. Pre-work covers the basics of HTML, CSS, JavaScript, Python, and Computer Science fundamentals.

SBJ 1 Basic Frontend Web Development (70 hrs. lecture / 70 hrs. lab; Pre-requisite: DigitalCrafts Pre-Work)

Basic front-end web development introduces students to a foundation of web development and fundamental skills necessary to design, layout, and build the “front-end” of a functioning website and/or application. Students will learn at a minimum HTML, CSS, and JavaScript through the hands-on act of programming, styling, and adding interactions to a webpage and/or project.

DigitalCrafts Institutional Catalogue
State of Texas

SBJ 2 Advanced Frontend Web Development (70 hrs. lecture / 70 hrs. lab; Pre-requisite: SBJ 1)

During the Advanced front-end web development unit, students will build upon their foundation of web development in SBJ 1. Students will learn how to solve complex programmatic problems using algorithms, computer science theories, and gain a foundation in programming frameworks such as AngularJS.

SBJ 3 Back-end Development, Node.js (70 hrs. lecture / 70 hrs. lab; Pre-requisite: SBJ 2)

After completing front-end web development, SBJ 3 introduces students to back-end web development using JavaScript frameworks and Node.js. Back-end development consists of server side development work and introduces students to databases.

SBJ 4 Back-end Development, Python (70 hrs. lecture / 70 hrs. lab; Pre-requisite: SBJ 3)

SBJ 4 introduces students to back-end web development using Python, Python frameworks and SQL. Back-end development consists of server side development work including, but not limited to setting up user management systems and databases to store user information. After completing SBJ 4, students should be prepared to fulfill a junior level development position.

Student Evaluation:

Throughout the 16-week program, students will be evaluated across several areas including attendance, class participation, quiz performance, project performance, and career readiness. Students will undergo 3 performance reviews at the end of each performance term which takes place every 5 weeks to ensure the student is progressing steadily throughout the course and to identify areas of strengths and weaknesses. Progress reports will be distributed directly to each student after each performance review via DigitalCrafts online learning management system. Students who complete the program meeting the requirements below will receive a certificate of successful completion.

- Attendance – Students who miss more than 8 days, more than 10% of the program, or 8 consecutive days will be removed from the program. Attendance will be taken daily using DigitalCrafts online learning management system. Students who miss an hour or more will be counted absent for that class period.
- Quiz & Project Performance – Students must maintain an average of 70% or above across all quiz and project work combined to receive a certificate upon graduation and receive career support. A student will be placed on academic probation for one 4-week performance term if his or her average is below 70% during performance review and will be removed from the program if performance average remains below 70% during the sequential performance term.
- Career Readiness – Students must develop a portfolio and resume meeting requirements provided by the Student Services team to receive a certificate upon graduation and receive career support.

DigitalCrafts will adhere to the language below:

THE SCHOOL POLICY ON INCOMPLETES, WITHDRAWALS, REPEAT SUBJECTS, AND REMEDIAL WORK: UNDER TEXAS EDUCATION CODE, SECTION 132.061(f) A STUDENT WHO IS OBLIGATED FOR THE FULL TUITION MAY REQUEST A GRADE OF "INCOMPLETE" IF THE STUDENT WITHDRAWS FOR AN APPROPRIATE REASON UNRELATED TO THE STUDENT'S ACADEMIC STATUS. A STUDENT WHO RECEIVES A GRADE OF INCOMPLETE MAY REENROLL IN THE PROGRAM DURING THE 12-MONTH PERIOD FOLLOWING THE DATE THE STUDENT WITHDRAWS AND COMPLETE THOSE INCOMPLETE SUBJECTS WITHOUT PAYMENT OF ADDITIONAL TUITION FOR THAT PORTION OF THE COURSE OR PROGRAM.

Career Services:

Student who graduate successfully from the 16 Week Immersive Bootcamp will receive career support, including but not limited to:

- Resume Guidance – Students will receive guidance and feedback on how to develop a resume professional and applicable to the job they are seeking.
- Interview Training – Students will learn from an expert on interview best practices and types of interviews (i.e. Whiteboarding, Code Challenge, Technical Questioning, etc.).
- Portfolio – Students will build an online portfolio featuring the work completed throughout the course. The online portfolio is the single most important placement aspect in the field of web and mobile development.
- Online Presence – Students will learn how to leverage GitHub, a popular website used by employers to gauge a developers skillset.
- Access to DigitalCrafts Employer Network – Students will be introduced to DigitalCrafts Employer Network based on their skillset and career goals. The Employer Network consists of companies in the local area who have officially agreed to partner with DigitalCrafts with the goal of hiring graduates.
- Demo Day – Students will have the opportunity to present their work in front of DigitalCrafts Employer Network.

Tuition & Related-Costs:

Students are required to bring a Mac laptop and complete the pre-requisite materials prior to class. The tuition for the course \$12,950.

Cost Breakdown by Item*

13-inch MacBook Air: \$1,199

Pre-Work Materials: \$40w

Course Tuition: \$12,950

Total Maximum Cost: \$14,189*

**Students are required to use a Mac computer while in class and may use any model laptop running the latest operating system. Mac computers cannot be acquired through school. Course tuition includes all cost of instruction and any software needed while enrolled in class. Students are required to cover costs of pre-requisite materials. Cost breakdown does not include tax or interest if financing.*

Entrance Requirements

Students must achieve 90% - 100% accuracy on the DigitalCrafts Admissions Code Challenge in order to be considered for acceptance. Admissions are based on the outcome of a student's online application, interview, and code challenge. Each step will be taken into consideration before officially accepting or deferring a student. There is no prior certificate or degree required for admissions, and students must be 18 years of age to enroll.

DigitalCrafts Institutional Catalogue
State of Texas

Requirements	16 Week Immersive Bootcamp
Online Application	Required
Video or In-Person Interview	Required
Coding Challenge	Required
Receive Acceptance Letter	Required
Provide Proof of External Financing (if applicable)	Required
Submit Deposit	Required
Execute Student Agreement	Required
Pre-Requisite Work	Required

Previous Education and Credits

Previous education will be taken into account along with all other aspects of the admission’s process. Each student must complete an online application, interview, and code challenge to be considered for acceptance. Prior education will not be a driving factor in a student’s acceptance. Credits earned at DigitalCrafts are not transferable to other educational institutions.

Payment, Refunds, & Scholarships

Tuition & Payment Schedule:

Students have the option to pay tuition in full prior to class starting or finance the tuition through a DigitalCrafts financing partner or an unaffiliated financier. If a student is financing tuition, proof of an approved financing partner will need to be delivered to DigitalCrafts before the student’s seat can be reserved in class. If a student plans to pay the full tuition directly to DigitalCrafts, refer to the payment schedule below. Tuition payment can be made via cashiers check, personal check, credit card, or bank transfer.

Course	Tuition	Due Date
16 Week Immersive Bootcamp	\$12,950	Due 10 business days prior to class start date.

Refund Policy:

A full refund will be made to any student who cancels the enrollment contract within 72 hours (until midnight of the third day excluding Saturdays, Sundays and legal holidays) after the enrollment contract is signed. A full refund will also be made to any student who cancels enrollment within the student's first three scheduled class days, except that the school may retain not more than \$100 in any administrative fees charged, as well as items of extra expense that are necessary for the portion of the program attended and stated separately on the enrollment agreement.

1. Refund computations will be based on scheduled course time of classes through the last documented day of an academically related activity. Leaves of absence, suspensions and school holidays will not be counted as part of the scheduled class attendance.
2. The effective date of termination for refund purposes will be the earliest of the following:
 - a) the date of termination, if the student is terminated by the school;
 - b) the date of receipt of written notice from the student; or
 - c) ten school days following the last date of attendance.
3. If tuition and fees are collected in advance of entrance, and if after expiration of the 72 hour cancellation privilege the student does not enter school, the student will receive a full refund of 100 percent.
4. If a student enters into the school, the minimum refund of the remaining tuition and fees will be the pro rata portion of tuition, fees, and other charges that the number of hours remaining in the portion of the course or program for which the student has been charged after the effective date of termination bears to the total number of hours in the portion of the course or program for which the student has been charged, except that a student may not collect a refund if the student has completed 75 percent or more of the total number of hours in the portion of the program for which the student has been charged on the effective date of termination. (More simply, the refund is based on the precise number of course time hours the student has paid for, but not yet used, at the point of termination, up to the 75% completion mark, after which no refund is due.)
5. Refunds for items of extra expense to the student, such as books, tools, or other supplies are to be handled separately from refund of tuition and other academic fees. The student will not be required to purchase instructional supplies, books and tools until such time as these materials are required. Once these materials are purchased, no refund will be made. For full refunds, the school can withhold costs for these types of items from the refund as long as they were necessary for the portion of the program attended and separately stated in the enrollment agreement. Any such items not required for the portion of the program attended must be included in the refund.

DigitalCrafts Institutional Catalogue
State of Texas

6. A student who withdraws for a reason unrelated to the student's academic status after the 75 percent completion mark and requests a grade at the time of withdrawal shall be given a grade of "incomplete" and permitted to re-enroll in the course or program during the 12-month period following the date the student withdrew without payment of additional tuition for that portion of the course or program.
7. A full refund of all tuition and fees is due and refundable in each of the following cases:
 - a) an enrollee is not accepted by the school;
 - b) if the course of instruction is discontinued by the school and this prevents the student from completing the course; or
 - c) if the student's enrollment was procured as a result of any misrepresentation in advertising, promotional materials of the school, or representations by the owner or representatives of the school.

A full or partial refund may also be due in other circumstances of program deficiencies or violations of requirements for career schools and colleges.

Refund Policy for Students Called to Active Military Service

A student of the school or college who withdraws from the school or college as a result of the student being called to active duty in a military service of the United States or the Texas National Guard may elect one of the following options for each program in which the student is enrolled:

- a. if tuition and fees are collected in advance of the withdrawal, a pro rata refund of any tuition, fees, or other charges paid by the student for the program and a cancellation of any unpaid tuition, fees, or other charges owed by the student for the portion of the program the student does not complete following withdrawal;
- b. a grade of incomplete with the designation "withdrawn-military" for the courses in the program, other than courses for which the student has previously received a grade on the student's transcript, and the right to re-enroll in the program, or a substantially equivalent program if that program is no longer available, not later than the first anniversary of the date the student is discharged from active military duty without payment of additional tuition, fees, or other charges for the program other than any previously unpaid balance of the original tuition, fees, and charges for books for the program; or
- c. the assignment of an appropriate final grade or credit for the courses in the program, but only if the instructor or instructors of the program determine that the student has:
 1. satisfactorily completed at least 90 percent of the required coursework for the program; and
 2. demonstrated sufficient mastery of the program material to receive credit for completing the program.

The payment of refunds will be totally completed such that the refund instrument has been negotiated or credited into the proper account(s) within 60 days after the effective date of termination.

Scholarships:

- Scholarship for Women – Scholarships ranging from \$0 to \$2,000, which supports The Tech Hire Initiative, backed by the White House. Applicants will complete an application and interview to determine eligibility.
- Scholarship for Veterans – Scholarship ranging from \$0 to \$2,000 supports individuals who've served their country. Applicants will complete an application and interview to determine eligibility.
- Scholarship for Diversity – Scholarship ranging from \$0 to \$2,000, which supports The Tech Hire Initiative, backed by the White House. Applicants will complete an application and interview to determine eligibility.
- Scholarship for Builders – Scholarship ranging from \$0 to \$2,000, which support DigitalCrafts, mission to provide a pathway to development for individuals with high career goals. Applicants will complete an application and interview to determine eligibility.

Student Conduct & Complaint Policy

Student Conduct:

- Students are expected to use his/her best efforts to attend all classes, to participate in the class in accordance with the instructor's directions, and to perform all assignments, which are part of the curriculum.
- DigitalCrafts reserves the right to terminate the participation of any student in the 16 Week Immersive Bootcamp in the event that there is reasonable cause to believe that the student is involved in any illegal activity according to the State of Texas and including drugs, alcohol, and partaking in illegal activity online while in a class or on the premises where any class is being conducted (in such case student will be reported and removed from the course with no future career support). DigitalCrafts likewise reserves the right in its sole discretion to terminate or suspend student's participation in the event the instructor determines that student is being disruptive and/or interfering with the presentation of the instructor or the participation of other students or if the student is holding up the educational progression of the entire class (in which case student will likewise be removed from the course with no future job support), and/or not performing up to expected standards.

Complaints Policy:

DigitalCrafts views complaints as an opportunity to learn and improve for the future, as well as a chance to put things right for the person who has made the complaint.

Our policy is:

- To provide a fair complaints procedure which is clear and easy to use for anyone wishing to make a complaint
- To make sure everyone at DigitalCrafts knows what to do if a complaint is received
- To make sure that complaints are, wherever possible, resolved and that relationships are repaired in a timely manner

3 Steps to File a Complaint

DigitalCrafts Institutional Catalogue
State of Texas

1. A complaint must be filed by email or in writing to a campus director. Complaints can be filed at any point while enrolled and for a 52-week period after leaving the program.
2. Once a complaint has been received, DigitalCrafts will provide a response within 48 hours to the complainant detailing next steps to resolve the complaint at hand.
3. If a response is not received or the resolution does not meet expectations, all complaints can be appealed to the State of Texas Workforce Commission.

DigitalCrafts
1121 Delano Street
Houston, TX 77003
ATTN: DigitalCrafts
(770) 858-5806
hello@digitalcrafts.com

Texas Workforce Commission
Career Schools & Colleges, Room 226T
101 East 15th Street
Austin, Texas 78778-0001
(512) 936-6959
<http://csc.twc.state.tx.us/>

School Credentials

DigitalCrafts has a Certificate of Approval by TWC and is assigned the school #S5044.

Adopted on:.....September 1, 2016

Facility & Record Keeping

Facilities Overview:

DigitalCrafts’ office space will provide students with all the necessary tools and resources to gain the skills needed to graduate successfully from the program. Our campus is located at START Houston, which will include external computer monitors for each student, desks, coffee and snack bar, kitchen area, break room, and books for continued learning outside of class. The START Houston working environment will provide professional and networking opportunities for students while enrolled in class. START Houston is a leading co-working space aimed at supporting Houston’s startup and technology scene. START Houston is located at 1121 Delano Street, Houston, TX 77003.

Record Keeping:

DigitalCrafts will archive all student’s records for future reference. Records include the following:

- Application & Entrance Requirements
- Student Enrollment Agreement
- Attendance Records
- Student Progress Reports & Grades
- Graduation Certificate
- Job Offer Letter (if applicable)
- Financial Obligations

Records can be obtained by emailing DigitalCrafts at hello@digitalcrafts.com

Company Personnel & Owners

Managing Members & Partners:

Jake Hadden, Co-Founder, Director of Student Services

- Jake is a co-founder of DigitalCrafts and leads the Students Services program on a day-to-day basis. Prior to DigitalCrafts, Jake worked as a management consultant focusing on company innovation, business processes, and mergers and acquisitions.

Max McChesney, Co-Founder, Director of Operations

- Max is a co-founder of DigitalCrafts and serves as the Director of Operations overseeing all campus operations. Prior to DigitalCrafts, Max worked for several telecom start-ups responsible for all accounting and finance procedures.

Rob Bunch, Partner, Chief Instructor

- Rob is a partner and instructor for DigitalCrafts. On a day-to-day basis, Rob leads the 16 Week Immersive Bootcamp. Outside of teaching, Rob is responsible for maintaining and enhancing the course's curriculum. Prior to DigitalCrafts, Rob gained his undergraduate degree in Computer Science from Northern Iowa, and he has been a fullstack web developer for over 10 years.

Staff:

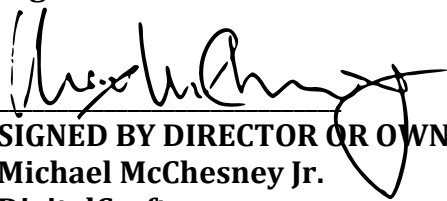
Jason Ephraim, Houston Campus Director

- Jason is a full-time employee with DigitalCrafts. On a day-to-day basis, Jason manages the operations for the Houston Campus. Jason leads all efforts for student admission's and student support throughout the programs in Houston. Prior to DigitalCrafts, Jason was the Vice President of Growth for the startup, Mailbird.

I hereby certify that the statements and information in this catalogue are true and correct to the best of my knowledge and belief.



SIGNED BY DIRECTOR OR OWNER
Jacob Hadden
DigitalCrafts



SIGNED BY DIRECTOR OR OWNER
Michael McChesney Jr.
DigitalCrafts

----- END -----